

GARAGE AND AUTOMOBILE NEWS

WEEK'S SALES BY VON HAMM-YOUNG

The von Hamm-Young Company reports the sale this week of a 1911 Packard 30 sedan to Mr. George I. Brown of this city. This car is to be delivered within the next few weeks and is to be equipped with the latest 1911 appointments of the Packard Company.

Mr. A. Henry Atong this week joined the ranks of Packard owners, having purchased from The von Hamm-Young Company a fine Packard 30 roadster.

Mr. John Ross, of Hakala, Hawaii, has just ordered of The von Hamm-Young Company a 1911 Cadillac demitonneau car. Mr. Ross feels that the Cadillac is the car most adapted for his purposes in plantation work. The roads and grades are very bad between Hakala and Hilo and it requires a car which rides very easily, is a good hill-climber and is very staunch to do the work, and Mr. Ross feels that he is getting all of these qualities in the Cadillac.

The Overland with the torpedo body is as yet very little known in Honolulu, but there are a great many of these cars being used on the mainland, being one of the most popular cars. Dr. F. F. Hedemann has just ordered one of the torpedo roadsters. It is a 30 h. p. car and no doubt will prove as popular in Honolulu as it has done on the mainland.

Mr. C. J. Schogging, of The von Hamm-Young Company, reports the sale on Maui of an Overland to a prominent Maui business man.

AUTO PRICES HAVE REACHED BOTTOM

There has been a good deal of talk lately about automobile prices and much speculation as to whether the prices of standard makes of cars would be lowered.

A canvass of the local automobile dealers shows that almost without exception they do not believe there

will be any lowering of prices any time soon.

"People are apt to become confused when they begin talking about prices," said Mr. B. Holt, who is well known locally as the dealer for the Chalmers cars. "They are apt to overlook the essential point with relation to prices. The price of any article means nothing at all except as it is taken into consideration with the intrinsic value of the article itself. The price of any article in dollars and cents is only a symbol. Money is only a medium of exchange. It is worth much or little in accordance with what you can buy for it."

"Take two men who each think of spending \$1500 for some article. One man's \$1500 is worth just as much as the other man's \$1500 so long as they keep the money in the bank, but just as soon as they go to spend it, one man's \$1500 probably becomes worth more than the other man's \$1500 because of the one man's ability to get more for his money than the other man can buy for the same amount. In other words, the price of any article is only interesting in relation to what that price will buy in quality and in service."

"I have noticed, however, that the price of any article has a tendency to seek the level of value of that article. The man who attempts to sell an article for less than it is really worth will soon drive himself out of business. The man who tries to sell an article for more than it is really worth, will either be driven out of business by the public or driven to lower his prices."

"An article that is worth \$100 will, before very long, be selling for about that amount no matter where the price started."

"The buyer of an automobile should remember when he goes to look at cars that he is not buying a price, but that he is buying a car—a thing which he expects will render him a certain amount of service. If he thinks he can buy as much or more in one place for \$900 than he can in another for \$1000, why he would be foolish not to buy it."

"However, the thing for him to keep in mind is the actual value of the article, rather than the price. The man who buys is always the judge and he gets a big or skimpy value for his dollar just in accordance as he is

able to examine carefully and judge wisely."

"When the price of any article is lowered, there can be only one or more of four reasons, and these reasons are:

Philanthropy, the lowering of the cost of material, the lowering of labor cost, or an unjustly high price to begin with."

"Now taking these reasons up in order. No one thinks for a moment that any automobile manufacturer is going to reduce his prices simply because of philanthropic motives."

"Regarding materials, there is no special change in the prices of raw materials which are used in automobiles in quantities since last season. Some materials, on the other hand, have advanced, and this is especially true of rubber."

So far as labor is concerned it is a great deal higher than it was last year. There is not an automobile manufacturer whose labor cost is not higher than a year ago."

"In view of these things the Chalmers Company is seriously considering whether it would not have to raise its prices in order to make the fair margin of profit to which any manufacturer is entitled."

"So at this time in the automobile business it goes back to the question of whether the price was right in the beginning, and from all I know about this business and the conditions in it, I have no hesitancy in saying that if any manufacturer is reducing the price of his car to any great extent right now, he is doing it because he knows that his price heretofore has been exorbitant and because he fears the competition of cars which are offering greater dollar for dollar value than is to be purchased in his car."

Ex-Governor Pennypacker, of Pennsylvania, told this story recently, apropos of the graft scandal through which the state had just passed:

"A minister before a hot election incidentally discussed the different candidates and concluded rather passionately with:

"God will govern Pennsylvania."

"The brief silence that followed was brought to an abrupt end by an indignant individual in the last row who defiantly exclaimed in a ringing voice audible to the entire gathering,

"I'll wager twenty dollars he don't carry Pittsburg."

NEW E. M. F. AUTOS AT THE SCHUMAN GARAGE

The 1911 model arrived in the Wilhelmus for the Schuman Carriage Company.

These cars carry all of the good points of the 1910 model, together with a number of improvements which have been added.

During the week an E. M. F. touring car was sold to Captain Stevens, U. S. N., and Dr. Mackall took delivery of his E. M. F. "30" touring car.

Mr. Schuman has received the following interesting notes from the E. M. F. manufacturers:

Automobile racing is sweeping the Philippines. The courses where formerly the hardy native ponies contended for supremacy have been turned over to the motor car. The cocking mains are deserted. The warlike tribes are debating politics no longer but converse learnedly of horse-powers and piston displacements.

The news and confirmatory photographs come to "The States" from H. W. Kner, automobile department manager for E. C. McCullough & Co., Inc., of Manila.

The first race meeting in the Philippines took place September 11 and brought out a large field of American and European machines. The track was slow and the cars were raced with full touring equipment, according to agreement, but the time made was exceedingly creditable. The main race of the day was for seven and a half miles and was won by an E. M. F. "30" in 15:45 2-5, a Renault and a Mitchell being the closest competitors. A Plan-

ders "20" won in the runabout class.

The track enclosure was packed with more than 10,000 persons, varying in class from the American contingent and the old Castilian families, to dog-eating Yagorites and scantly clad but enthusiastic head hunters.

Relieved for the first time in four years, of the responsibilities of a world's championship series, Manager Hugh A. Jennings of the Detroit baseball club is engaged on a long automobile trip in his E. M. F. "30". The first lap, from Detroit to New York City was made on schedule time and without untoward incident.

Purchasers of American motor cars for export are becoming increasingly frequent in Detroit but take a lot of convincing. E. E. Tolksdorf, Nueva Gerona, Isle of Pines, spent a month in the various factories before picking a line. He then drove an E. M. F. "30", 6,000 miles in Canada and the United States before formally ratifying an order for a shipload of the E. M. F. company product.

The Mount Rainier record of Secretary Ballinger's Studebaker "40" was broken several days ago by an E. M. F. "30" which ascended three miles nearer the summit until stopped by stumps and boulders. Driver W. F. Palestine of Seattle also set another record by making a sale of a car to E. E. Rudd of New York City, a tourist encountered at an elevation of 9,400 feet.

A BUSY WEEK WITH THE ASSOCIATED GARAGE

All last Saturday there was an interested crowd looking over the details of the new Pierce-Arrow and Chalmers cars which had just arrived for the Associated Garage. Ladies and gentlemen were in and out all day long, and kept the manager busy answering questions and explaining details.

The finished luxury of the Pierce

cars called forth the admiration of everyone, and the motor was pronounced a marvel of mechanism by all. One gentleman fresh from the coast said that he had experienced several makes of cars but that there was no doubt in his mind as to the superiority of the Pierce-Arrow. He said that he had been all-over the mountains in Southern California in

his six-36 Pierce and rarely ever changed a gear, and that California is going to be a Pierce-Arrow state.

The new 40 horse power Chalmers bought by Eric Gay came in for its share of admiration. Eric is going over the car carefully and learning it thoroughly before taking it out himself. He is immensely pleased with its splendid pulling abilities.

But the little beauties which took the eye of all were the two fifty Chalmers roadsters, one with the top up and the other with the top folded in the new close-coupled fashion especially made by the Chalmers factory. They have been pronounced by everyone who sees them the most perfect of their type ever seen here.

Despite the amount of extra work necessitated by the building changes which are going on in the garage, the management has been pressed to the utmost to take care of the increased business as the result of the steady confidence and growing popularity of the three makes which the Associated handles.

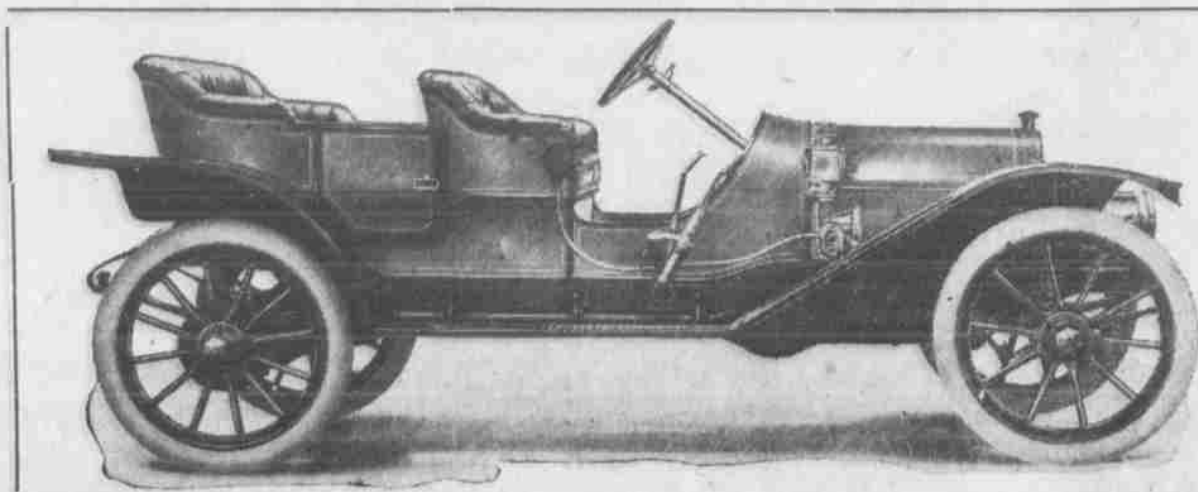
Two more orders for Chalmers cars were taken this week, three more Hudsons and another order was sent in to the Pierce factory.

AUTO THE HOME OF PIERCE-ARROW

All other things being equal it will be conceded generally that the manufacturer in any line of business who affords his employees the best sanitary and social advantages will secure the highest class of workmen. This was a principle that was kept in mind constantly during the construction of the great plant of the Pierce-Arrow Motor Car Company in Elmwood avenue at Buffalo and in the many additions made to the factory during the past summer the principle was adhered to just as steadfastly.

The greatest instance of the working out of this principle was in the immense dining hall where, originally 900 men could be fed at once and where, as soon as an addition to the administration building is completed, 1700 may sit down at one time. But the work of providing conveniences for the men did not stop there by any means. When the administration

The "EVERITT 30" The Model of the Year 1911



Demi-Tonneau
(Detachable
Tonneau)

\$1350

Complete with Magneto, Battery, Horn, Generator, Gas and Oil Lamps and Full Kit of Tools, Etc.

DETROIT.
SPECIFICATIONS:
COLOR—Royal blue, with mahogany and solid brass trimmings. French gray running gear.
SEATS—Four or five passengers. Rear seat 52 inches wide.
FRAME—Double drop.
WHEEL BASE—110 inches.
GAUGE—56 inches.
TIRES—34 x 3-1-2
BRAKES—Two sets contracting and expanding on rear wheels.
CYLINDERS—Four, En Bloc.
BORE—Four inches.
STROKE—4 3-4 inches.
COOLING—Water. Gear driven centrifugal pump on same shaft as magneto.

HORSE POWER—30.
RADIATOR—Genuine honeycomb.
IGNITION—Magneto and battery.
CLUTCH—Improved cone with coil springs.
DRIVE—Shaft.
TRANSMISSION—Selective sliding gear on rear axle. Ball lock makes it impossible to cross and strip gears.
SPEEDS—Three forward, one reverse.
LOCK—Gear shifting lever can be secured with an ordinary padlock, protecting owner against unauthorized use of car.
Licensed under Selden Patent. Finest Mohair Top and Brass Framed Windshield, \$100 extra. Fore Door Body, as shown here, \$50 extra. Finest Mohair Top, \$75 extra.

\$1350 Superior to any other Car at the Price, Because:

1. It has more style and more class than any car under \$3,000, yet the 1911 EVERITT 30 is only \$1,350.
2. This low price car can be obtained with a fore door body for only \$50 extra.
3. It has a genuine honey-comb radiator—most efficient cooling device and the highest in price—furnished on every 1911 EVERITT 30.
4. It combines the highest order of engineering design and mechanical workmanship, giving its owner a reliable and speedy car at the lowest possible price.

The Metzger Motor Company are the only manufacturers of moderate-price automobiles who did not have to carry over a single 1910 model.

The same quality of steel and the same quality of workmanship which made the 1910 Everitt 30 model stand out in competition with any American car up to \$3,000 in price, are used in the 1911 Everitt 30.

The improvements in the 1911 Everitt 30 are refinements in the engineering and mechanical features along the lines heretofore found only in the most expensive cars.

None of these features appear in any other car sold at the price of the Everitt 30. Most of them are not found on \$3,000 cars.

The Everitt 30 is not an assembled car; it is built from the raw materials in the Everitt 30 factory in Detroit, Michigan. This plant and the material on hand represent a cash investment of \$1,375,000.

The men who own the factory have their personal fortunes invested in it, because they believe in the automobile industry, and know that on account of their long experi-

ence, they can make a better car at a lower price than anybody else in the automobile business.

The Everitt 30 factory will be in business as long as automobiles are in use, and no buyer of the Everitt 30 need ever be concerned about the renewal of any part.

The factory, as well as the factory distributors, who are stockholders in the Everitt 30 factory, stand back of every car sold.

For the season of 1911 the public will take only cars like the Everitt, which has demonstrated in actual usage on the road, perfection in all the fundamental features of service and endurance.

You are asked to buy the Everitt 30 because it is a sturdy efficient automobile, at a price which is fair to you, yet leaves a living profit for the makers.

In addition to the one model shown above, the 1911 Everitt 30 can be obtained as a 4 Passenger Demi-Tonneau, 4 Passenger Fore Door Close Coupled Touring Car, 4 Passenger Inside Driven Coupe and Light Delivery Car.

WRITE FOR BOOKLET OR CALL ON

The von Hamm-Young Co., Ltd., - Agents